

DRAFT CONSULTATION AND COMMUNICATIONS PLAN

Project:	Name: Healthwatch
Client:	Directorate of Community Wellbeing and Social Care
Context:	<p>As part of the Health & Social Care Act 2012 and the White Paper 'Equity and excellence: Liberating the NHS' the government has signalled its vision for NHS reforms in which it said that the NHS would "be genuinely centered on patients and carers" and "give citizens a greater say in how the NHS is run". One of the main ways the government intends to do that is by creating a new consumer champion – Healthwatch. It will exist in two distinct forms – local Healthwatch, (to be established by April 2013) and Healthwatch England at a national level (from October 2012).</p> <p>Healthwatch will be designed to strengthen the collective voice of local people across both health and social care to enable them to influence the strategies and plans on which local commissioning decisions will be based. One of the ways in which it will do this is by having a seat on every authority's statutory health and wellbeing board.</p> <p>Local Healthwatch will gather people's views on, and experiences of, the health and social care system (whether current users of the services or not) and will be required to ensure that insight is gained from the broadest possible scope of the community; championing diversity so that it is inclusive, particularly for those whose voice might not otherwise be heard.</p> <p>Local Healthwatch will also be there to support individuals by:</p> <ul style="list-style-type: none"> - providing information and advice to the public about accessing health and social care services and choice in relation to aspects of those services; - potentially providing or, at the very least, signposting people to complaints advocacy services; - making the views and experiences of local people known to Healthwatch England helping it to carry out its role as national champion; - making recommendations to Healthwatch England/the Care Quality Commission (CQC) to carry out special reviews or investigations into areas of concern; - promoting and supporting the involvement of people in monitoring, commissioning and provision of local care services and make those views known to those involved in the commissioning, provision and scrutiny of care services - obtaining the views of people about their needs for and experience of local care services; - making reports and recommendations about how those services could or should be improved.

	<p>Local authorities in England will have a duty to commission a local Healthwatch organisation for their area and will receive funding from the government to do this (individual authority amount yet to be confirmed). It is intended that these organisations will be non-statutory corporate bodies which allow them to employ staff in addition to involving volunteers in their work to fulfil these statutory functions. The Act confirms that the local Healthwatch organisation “must be made with a body corporate which – a) is a social enterprise, and (b) satisfies such criteria as may be prescribed by regulations made by the Secretary of State”. Indications currently suggest that these regulations may not be available until October 2012, however our procurement requirements mean that we will have to start this process in advance of this date.</p> <p>The Isle of Wight is part of one of the government’s 75 pathfinder projects for the development of local Healthwatch. The Southampton, Hampshire, Isle of Wight and Portsmouth (SHIP) pathfinder, formed with Southampton, Hampshire and Portsmouth local authorities has been working to share learning and explore the potential for aspects of joint procurement, should this be beneficial to each local community.</p> <p>As part of this project, two events were held; one in Winchester and one on the Island to raise awareness of Healthwatch, answer questions and to gather initial views from the community. The Island event was attended by 44 community stakeholders and the information collated from both events has been used to inform the on-going work of the pathfinder group.</p>
<p>Consultation objectives:</p>	<p><u>Overall:</u> To understand the views of all potential stakeholders concerning the development of a Local Healthwatch for the Isle of Wight.</p> <p><u>Specific:</u></p> <ul style="list-style-type: none"> • To identify whether people have particular views about the functions that local Healthwatch will provide (information and signposting, patient advice and liaison, complaints advocacy) and any issues, observations or opportunities that we need to consider in forming the specification to commission local Healthwatch. • To explore with all stakeholders their views about how Healthwatch can be truly inclusive and engage the local community. • To explore the role of volunteers and how stakeholders perceive that Healthwatch might make the most of existing volunteer networks on the Island. • To explore what people think about the existing Local Involvement Network (LINK) and its work to help understand how we can ensure a successful transition to local Healthwatch. • To ensure that all stakeholders feel that they have had sufficient opportunity to comment on the changes and that they have been listened to by the council. • To ensure that we have given all stakeholders an opportunity to comment and inform our assessment of the impact of establishing local Healthwatch.

Timeline:	<p>Early April: Draft consultation plan prepared</p> <p>May: Decision to consult on the development of local Healthwatch</p> <p>May- June: Consultation underway (4-6 weeks)</p> <p>June- July: Consultation analysis</p> <p>July: Decision on how to proceed with the development of local Healthwatch</p> <p>August- December: Commissioning of local Healthwatch underway</p> <p>April 2013: Healthwatch Isle of Wight operational</p>
Consultation strategy and broad methodology:	<p>Our strategy is to ensure as many people in the local community as possible can be made aware of local Healthwatch and have an opportunity to express their views by using a variety of consultation tools that enable everyone to take part. The approach taken will be largely qualitative although a close eye will be kept on both overall numbers participating and numbers participating from different representative groups, to ensure that we have sufficient feedback from the local community.</p> <p>To ensure a consistent approach, at the heart of the consultation will be a consultation document which provides more information about local Healthwatch. The document will be made available online (plus easy read version/large format) and hard copies in key locations across the Island (public buildings eg libraries, GP surgeries, help centres, Citizens' Advice Bureau, People Matter etc).</p> <p>People will then be invited to share their views via:</p> <ul style="list-style-type: none"> - a written, quantitative survey (paper or online) appended to the consultation document; - face to face* (series of local opportunities – see below); - letter/email . <p>* Discussion groups would be held with key stakeholders (both general public and professional stakeholders) to enable face-face discussion and record feedback. These would make use of existing opportunities where different stakeholders already meet (Older Voices, People First, user forums, People Matter etc), and using a wide range of facilitators ie not just council officers. To ensure a common approach is taken to informing groups and recording feedback a toolkit will be prepared to assist those facilitating these 'local Healthwatch conversations'.</p> <p>Following evaluation, it is also important that the council makes the results accessible to all stakeholders.</p>
Audience (persons or groups to be consulted):	<p>Primary stakeholders:</p> <ul style="list-style-type: none"> • General public. • Isle of Wight LINK • Patients' Council. • Patients' Panel. • Health and Wellbeing Board.

	<ul style="list-style-type: none"> • Strategic partnerships. • Residents' Panel volunteers. • Voluntary sector groups and organisations (including Voluntary Sector Forum). • Rural Community Council. • People Matter. • Isle of Wight NHS. • Public health. • SHIP PCT Cluster Commissioners (on the Island). • GP Clinical Commissioning Group. • Carers and families. • Town and Parish Councils (including, Isle of Wight Association of Local Councils -IWALC). • Unitary Authority councillors. • Youth Council • Children in Care Council • Check it out (young people's health group). • Council staff (particularly those working in adult and children's social care). • Citizens' Advice Bureau.
Other specific considerations:	<p>1/Inclusivity</p> <p>One fundamental requirement of local Healthwatch is the need to ensure it is fully inclusive and particularly seeks to include those whose voice is seldom heard. On that basis we are keen also to ensure that we enable as many people as possible to have an opportunity to comment as part of this consultation. Consideration therefore needs to be given to how we involve those who may find it difficult to express their views and to try to make this an accessible process.</p> <p>Recognising there may be those who wish to contribute who might need support to do so, we propose utilising specialist advocacy services to help seek their views in a way that they find easy and accessible. For those with language barriers we propose using face to face communication and online translation facilities. We will also look to produce an audio version for those with sight problems for distribution and encourage those with hearing problems to access the documents online.</p> <p>2/ Face-face discussion groups ('Healthwatch conversations')</p> <p>With the support of facilitators (volunteers) our intention would be to produce a short presentation, facilitated discussion framework and feedback materials for use by the following:</p> <ul style="list-style-type: none"> - LINK stewardship group meeting. - Patients' Council. - Patients' Panel. - Residents' Panel. - People Matter (and all of its constituent user and carer groups). - Mencap.

	<ul style="list-style-type: none"> - Southern Housing and Medina Housing. - Youth Council (including representatives of the Children in Care Council). - Check it Out Group meeting. - Equals. - Cowes Fellowship Group. - Result. - Parents' Voice. - Age Concern IOW. - Voluntary Sector Forum. - Independent Care Providers' Association. - Isle of Wight Association of Local Councils. - Health and Wellbeing Board and Executive. - Strategic partnerships boards (eg Children and Young People's Strategic Partnership, Long-term Conditions, Safeguarding Adults, Safeguarding Children's Boards etc). <p>3/ Materials and distribution</p> <ul style="list-style-type: none"> • Main consultation document (information and questionnaire form) available online on iwight.com • Small number of printed copies to be distributed to libraries, help centres, GP surgeries etc. • Electronic version (PDF) mailed to partner organisations for onward dissemination/communication including police, health, probation, (explain in full YOT, RCC, LINK etc. • Large scale print versions (small quantity) supplied to Age Concern IOW and reference copies in libraries and help centres, further copies then available on request. • Easy read versions (pictorial) produced in print (small number and then on request) and online. • 'Healthwatch conversations' facilitators' pack (with materials to run and record a discussion session).
<p>Communications support:</p>	<p><u>Media (local)</u></p> <ul style="list-style-type: none"> • Face to face briefing to explain about Healthwatch and the aims of the consultation process (in advance of launch). • Press releases/interviews (print and broadcast), as required to support communications. <p><u>Councillors</u></p> <ul style="list-style-type: none"> • Cabinet briefing. • Health and Community Wellbeing Scrutiny Panel briefing. • Member weekly E-Bulletin information. • Face to face briefing/questions and answers opportunity. • Special e-briefing for Town and Parish Councils. • Opportunity for feedback via consultation process.

General public

- Launch advert/advertorial in the County Press (including details on the ways to make your views heard).
- Full media support (eg press releases to all local media, follow-up interviews etc throughout consultation).
- Feature/advert in the Beacon listing community face to face 'Healthwatch conversations'.
- Mailout to all adult social care clients and/carers alerting them to the opportunity to take part.
- Information included within relevant newsletters eg Rural Community Council newsletter (500 contacts), Carers IW newsletter (500 people), Age Concern IOW newsletter.
- E-shot to residents' panel, partner organisations and other direct contacts.

Internal

- Vine message with link signposting staff to consultation document (mirrored by health partners in Mail2U).
- Bulletin message with link for members/parish clerks signposting to consultation documents.
- Intranet/extranet – link to consultations page on web flagged to all staff.

And on-going reminders through both channels.

Web

- Dedicated web pages within iweight.com for Healthwatch including local consultation, national news and information and email facility.
- Link to consultation page under the banner 'have your say' allowing us the ability to promote the consultation process. Link on (explain in full) ASC health and wellbeing web page on iweight.com
http://www.iweight.com/living_here/health-and-wellbeing/
- Link on iweight.com home page.
- Links on voluntary groups websites.
- Links on key partner websites.
- Feature on "Makes a change" (LINK website).
- Equality impact assessment published on dedicated section of iweight.com and linked to consultation.

Frequently asked questions information featured on site and added to throughout the consultation process.

Web has facilities for browse aloud, magnify the page and increase text size.

Evaluation:

- Response rates/volume.
- Attendance figures for face to face discussions.
- Media coverage.
- Comments, compliments, complaints etc (anecdotal and formal).

Resources	<p>Budget required for:</p> <ul style="list-style-type: none"> • County Press and Beacon advertisement (estimated £600). • Audio recorded version (estimated £200). • Advocacy support/facilitation (estimated £2,000). • Volunteer facilitators (estimated £2,000). • Printed materials (estimated £250). <p>Note: Department of Health pathfinder money of £5,000 to be used for these purposes to secure wider community engagement.</p> <p>Internal resources (personnel) required for:</p> <ul style="list-style-type: none"> • Facilitation of some discussion events; • Analysis / input of hard copy returns.
Date:
Lead officer approval: Claire Robertson
Director approval: Ian Anderson
Legal approval: Janet Paine